

ORDER



Orders
Order / Rev: 713397 - 2
Alt Order #: 06310536
Product Desc: Flight 9/27-10/3, 2012 PATON FOR CON
Estimate:
Flight Dates: 09/27/12 - 10/03/12
Original Date / Rev: 10/04/12 / 10/04/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Strategic Media Services/ POL
Buying Contact:
Billing Contact:
 3299 K ST., NW Suite 200
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Paton,J/ R / Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/03/12	20	\$13,050.00	\$11,092.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	20	\$13,050.00	\$11,092.50	0.00
Totals	20	\$13,050.00	\$11,092.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KPNX	10/01/12	10/03/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTW- - - -	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW- - - -		3				\$1,400.00		0.00			
4	KPNX	10/01/12	10/03/12	M-F 6-7a 12 News Today	CM	6-7a	M- W- - - -	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M- W- - - -		2				\$450.00		0.00			
6	KPNX	10/01/12	10/03/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTW- - - -	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW- - - -		3				\$550.00		0.00			
8	KPNX	10/01/12	10/03/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M- W- - - -	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M- W- - - -		2				\$225.00		0.00			
10	KPNX	10/01/12	10/03/12	M-F 3-4p Ellen	CM	3-4p	MTW- - - -	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW- - - -		3				\$450.00		0.00			
12	KPNX	10/01/12	10/03/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTW- - - -	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTW- - - -		3				\$450.00		0.00			

Order / Rev: 713397 - 2
 Alt Order #: 06310536
 Flight Dates: 09/27/12 - 10/03/12

Advertiser: Paton,J/ R / Congress
 Product Desc: Flight 9/27-10/3, 2012 PATON FOR CON
 Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
14	KPNX	10/03/12	10/03/12	NBC Nightly News NBC Nightly News	CM	530-6p	--W----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$1,500.00		0.00							
16	KPNX	10/01/12	10/03/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW----	:30	3	\$550.00	P-2	0.00	NM	2	\$1,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/01/12	10/07/12	MTW----	3		\$550.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>					
3	KPNX	10/01/12-10/07/12		M-F 6-630p	6-630p		MTW-----	:30	(\$550.00)	0.00	NM					
Credited [mg line 17]																
17	KPNX	10/03/12	10/03/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--W----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00	
mg																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/01/12	10/07/12	--W----	1		\$550.00		0.00							
														Totals	20	\$13,050.00
*Tax 1 Note: Tax 0.5%.																

*Tax 1 Note: Tax 0.5%.